UAW, engineering group seeking members

2 unions eye Ford salaried workers

By Marjorie Sorge
Labor Editor

DEARBORN.—Salaried workers at Ford Motor Co., angered by recent cuts in medical benefits, are turning to unionization.

Both the UAW and the Society of Engineering Office Workers (SEOW) are trying to organize those employes and, according to both, interest is high.

"Interest has improved 1,000 percent," said Paul Zatyko, president of SEOW.

"(The cuts) have made it easier," he said. "We've been getting phone calls from different areas. The salaried workers are fed up with what's happening. (Donald E.) Petersen (Ford president) and (Philip) Caldwell (Ford chairman) and the other directors and officers of the company received increases in 1981, 1982 and I'm sure they are going to receive them in 1983. Then their bonuses will be reinstated next year.

"The reason they've had profits is because the salaried workforce, along with the hourly workforce, has been cut."

From 1980 to 1982, salaried workers at Ford took cuts in vacation time while cost-of-living-adjustments (COLA), the Stock Savings Investment Program (SSIP), the Annual Improvement Factor and merit increases were altered.

As the economic picture brightened, Ford was able to restore portions of those benefits, a spokesman said. In 1981, the merit-increase concept was restored although it was based on a percentage of the COLA increases made to salaried workers not eligible for merit raises.

Beginning Jan. 1, 1984, the SSIP will be restored but at a lower rate. Ford used to contribute 60 cents for each dollar saved up to 10 percent of pay. Now it will pay 60 cents for every dollar saved up to 5 percent of base salary.

• In addition, a profit-sharing plan was instituted in 1982 and a payment is anticipated for the 1983 calendar year. Also, a tax efficient savings plan was added to the SSIP in 1982 and a salaried income security program was instituted that same year. It is similar to the Guaranteed Income Stream (GIS) negotiated for hourly workers in which long-term employes who are laid-off have a percentage of their income protected.

The annual raise and the vacation days were not restored.

According to Perspective, SEOW's newsletter, Petersen received a $3,200 monthly increase in 1981.

Ford would not confirm the increase but emphasized that merit increases were frozen in 1980 and then partially restored in 1981.

Earlier this year, the 56,000 auto-related salaried workers were notified of cuts in their medical benefits. As of Jan. 1, 1984, the Basic Supplemental and Extended Benefits Plan will be replaced by a Comprehensive Medical plan which has a $250 family deductible and a copay of 80 percent for the first $750 spent. In the past, there was no deductible and no copay.

However, under the old program there was a $100 deductible for doctor visits that has been eliminated but workers must now co-pay 80 percent with no ceiling.

Dental coverage has been changed from a 90 percent copay to a 70 percent co-pay.

"There was little interest in organizing 2½ years ago because people expected to take cuts when the company was losing money," Zatyko said. "People were surprised when they found out that our officers and directors were still receiving merit increases."

SEOW said it has already organized between 960 and 970 salaried workers at eight Ford locations: Rouge Steel, Central labs, Dearborn stamping, Dearborn glass, Dearborn engine, Romeo tractor, Utica trim, and Mt. Clemens paint. According to Zatyko, SEOW's strength is basically in the Detroit area although it is trying to expand into other states with Ford plants.

• The union recently lost an election for model designers at the design center. According to Zatyko, the election was lost because some former SEOW members bad-mouthed the union. He said those people were members in the early 1970s when the union had some internal problems and a lack of communication with its members.

But, he said, SEOW intends to try to organize the designers next year. Under National Labor Relations Board rules, a union must wait one year before attempting to organize again.

An election will also be held Dec. 15 for 30 employes in the microfilm and standards area to vote on joining SEOW.

That union has also petitioned the NLRB for an election, hoping to represent 76 salaried workers at Livonia transmission.

The UAW is also attempting to organize the salaried workers at Ford Motor Co. but a union spokesman said the UAW would not comment on its organizing drive.

"We got out in front a couple of years ago (when the UAW tried to organize salaried workers at General Motors) and got into trouble," he said. "We don't want that to happen again."

The UAW lost elections for salaried workers at GM in Flint, Pontiac, Ohio and other locations in 1982.

The UAW spokesman said he sees no jurisdictional problems with the SEOW since the SEOW is not part of the AFL-CIO, which prohibits sister unions from treading on each other's organizational turf.

The UAW has a small unit of medical personnel organized at Ford, a spokesman said.

The UAW and the SEOW were on the ballot together last year when the 160 members of the Fraternity of Laboratory Workers voted on whether to remain a separate union or join the UAW or the SEOW. The SEOW won, Zatyko said.

Chrysler regains 80 cars, trucks

QUAKERTOWN, Pa.—Chrysler Corp. was given approval by Bucks County Court Judge Kenneth G. Biehn to repossess 80 cars and trucks from Quakertown Dodge.

The manufacturer charged that the dealership owed Chrysler Corp. more than $736,000 for the vehicles.

Attorneys for the auto maker charged in court documents that since at least Aug. 24, 1982, Quakertown Dodge has been selling cars bought on credit, but not repaying the loans. Chrysler also said Quakertown Dodge owes at least three months' back rent for its showrooms and $110,000 in state and federal taxes.

274,570 new cars shipped by Japan during month

TOKYO. — Japan exported 274,570 new cars in August, according to figures compiled by the Japan Automobile Manufacturers Assn.

The U. S. was by far the leading destination, with 125,066.

Following were West Germany, 16,564; UK, 13,397; Canada, 13,090; Australia, 12,366; Malaysia, 9,014; Saudi Arabia, 6,633; the Netherlands, 6,514, and Austria, 5,307.

Next came New Zealand, 4,653; France, 4,500; Belgium, 4,497; Finland, 4,253; Switzerland, 3,891; Puerto Rico, 3,263; Denmark, 3,214; Sweden, 2,695, and Singapore, 2,602.

Record crowd at South Florida show

The 13th South Florida Auto Show attracted a record number of visitors. Gerald Ray, show chairman, said that 407,214 people attended the 9-day auto exhibition in the Miami Beach Convention Center. He said that the show featured $88 million worth of autos and accessories.

Ford hikes incentives; Nissan pushes trucks

By Joseph Bohn
Marketing Editor

Nissan Motor is continuing to hammer away at the truck market with new incentives, while Ford Division has upped the ante on Thunderbird, Escort, Tempo and trucks.

The first of four Ford programs, "Holiday Happiness," runs from Nov. 11 to Dec. 31. It offers incentives to sales managers on Thunderbirds.

Ford is putting $25 per new '83/'84 Thunderbird sold into a pot. Managers compete head to head for the cash. Half of all the sales managers in each district — those with the highest sales in relation to objective — get the money.

Thus, if one district has 40 sales managers, the 20 highest would divide the money generated by their total district's sales.

Ford's other three programs also run from Nov. 11 to Dec. 31.

A salesperson incentive on '83/'84 Escorts and '84 Tempos provides a so-called "Holiday Rub-off" ticket for each vehicle sold during the period.

Salespeople win one of six levels of cash. Depending on what their ticket shows, they can win $25, $50, $100, $200, $500 or $750.

• Additionally, they receive an extra ticket for each sale of a manual transmission Tempo.

Under this program, they can also elect merchandise in lieu of cash.

A third program, "Ranger Revelry," provides a $75 bank draft to salespeople for the sale of each new and unused '83/'84 Ranger pickup.

Finally, Ford extended and enhanced a Super Bowl contest. It covers all light and medium-duty trucks through the 800 series, excluding Econoline vans and B-series trucks.

The program, originally slated to end Oct. 31, was first extended to Nov. 10 and is now further extended to Dec. 31.

It has been modified so that dealers who don't win Super Bowl trips, but hit 135 percent of their objectives by Dec. 31, earn $500 cash, if they are a smaller dealer and $1,000 cash, if they are a big dealer.

Only those who don't win trips are eligible for the cash.

Nissan's two programs are both geared to truck sales.

The first is called "Aim for Spain." It runs from Nov. 15 to March 2. Sales managers can win a seven-day, six-night trip for two to Madrid. Objectives are based on sales of all new and unused Nissan trucks.

Managers of large dealerships compete against a set truck objective for their trips, while managers of small dealerships compete in grouped competition. The highest-over-objective in each group gets the trip.

There's also a wild-card drawing. Managers in grouped competition — one in each region — who lost out originally get a second chance to win the trip if they hit 100 percent of objective.

Nissan also has an "Aim for Cash" salespersons' incentive that runs from Nov. 15 to Jan. 4. It covers all Nissan trucks.

Salespeople earn $50 for every new '83/'84 truck they sell, with no qualifiers. In a second phase of this program, following a one-unit qualifier, they can earn a mystery bonus award of either $25, $100, $500 or $1,000 for every unit they sell.

The dollar amounts are based on a randomly selected computer drawing.

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59th year — No. 4996

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Hard times mean less money for charitable organizations

How Big Three goes about giving away millions

By Kathleen Hamilton
Financial Editor

The pain caused by the prolonged auto slump has been photographed in the food-stamp lines of the Midwest, reported in layoff statistics issued weekly by the makers and seen in the faces of pensioners who came to the companies' annual meetings to ask when dividend checks would be resumed.

The impact was felt in a more subtle, less-publicized way, as well: Reductions totaling millions of dollars in corporate gifts to charitable organizations, many of which help the same people displaced by the auto industry.

The length of the most recent downturn, in fact, severely drained the coffers of two of the Big Three charitable funds.

The upturn at Chrysler Corp. has come too late to avoid a difficult decision: Will it make a contribution to its non-profit Chrysler Corp. Fund within the next 18 months despite the unlikelihood of gaining a tax credit for the good deed?

Chrysler won't be paying taxes, after all, for about that time period because of all its tax credits from previous losses.

The Chrysler Fund had only $2.04 million at midyear, after giving away $1.8 million in 1982. Planned donations for 1983 are at about the same level as in 1982, said Michael M. Glusac, Chrysler director of government affairs who doubles as head of the Chrysler Corp. Fund.

At one point in the mid-1970s, the Chrysler Fund had accumulated about $9 million, Glusac said.

But then, the whole idea of corporate funds is to stash away

Continued on Page 26, Col. 3

But he says it should have a different name

Iacocca backs plan on industrial policy

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — Chrysler Chairman Lee Iacocca gave implicit approval to a Senate Democratic strategy on industrial policy last week, but he said the term should be avoided in favor of a label that does not conjure up a "Russian five-year plan."

Senate task-force head Sen. Edward Kennedy, Massachusetts Democrat, agreed, saying, "We are opposed to a Central Planning Organization or a Central Planning Agency."

The 30-page report, Jobs for the Future; A Democratic Agenda, was released last week. It has been adopted by the Senate Democratic Caucus and, like a similar House proposal, has been referred to as campaign material for the 1984 election.

The principal feature of the Senate plan is the creation of a "Council on Economic Competitiveness and Cooperation."

The 20-member body would be a permanent, independent agency attached to the executive branch. Membership would be drawn from government, business, labor and the public. The council would have advisory powers only, backed by sub-group findings on specific industrial sectors.

The Senate Democrats failed to include the creation of an industrial competitiveness bank, as called for in a similar House proposal. But the Senators asked for a study of such a bank. Task force members said they felt the bank proposal might have torpedoed the entire program had it been included.

• The report also calls for the clarification of antitrust laws to encourage joint research and development, a permanent research and development tax credit and federal support for state development finance agencies.

It advocates tying import relief to a privately-developed adjustment plan, speeding up findings on injury from unfair trade practices and broadening the framework for international negotiations on trade.

Iacocca was present at last week's press conference introducing the plan. He later said America is in need of a coalition of business, government, and labor and "this is a good primer on how to do it."

Iacocca also repeated warnings that his company will close its Belvidere (Ill.) assembly plant if the FTC allows the General Motors-Toyota joint venture. He said he might "buy a bank" instead. Iacocca has often complained that more money can be made in the "paper-economy" than by actually producing hard goods.

Iacocca said he would consider "recasting the company and becoming a merger guy" if better protection against foreign-car imports was not forthcoming from the Federal Government.

Clenet equipment to be auctioned

GOLETA, Calif. — The in-process inventory and machinery of bankrupt neoclassic-car maker Clenet Coachworks will be auctioned Thursday, Dec. 1, at the former plant here.

An estimated $300,000 to $400,000 worth of Clenet body panels, partially completed cars, Ford drivetrain components, Volkswagen body parts, a paint booth, woodworking equipment and other equipment and parts will be auctioned, said Steve Quale, vice president of Tauber-Arons Auctioneers, Los Angeles.

The plant is available for sale or lease. Plant and equipment are owned by S. Prestley Blake, who was partner to Alain Clenet in the low-volume neoclassic luxury-car venture.

New face, gearing for Peugeot 505 STI

The STI model, like all 1984 Peugeot 505s, features new front-end styling with inset quad headlamps. Manual transmission gasoline engine models have a 4.11 differential for improved performance. Peugeot's turbocharged diesel engine is a new STI option. It has a fuel-filter heater, as well as other cold-start improvements. All '84 Peugeot 505s have new electrically controlled and heated outside mirrors and new driver-controlled rear-window lockouts.

News roundup

Toyota production sets record

TOKYO.—Toyota Motor Corp. produced 286,495 units in September, up 3.9 percent from the year-ago month, and the all-time high for September, the company said. Passenger-car production was 212,972, up 6 percent, and truck and bus output was 73,523, down 1.7 percent. Toyota exported 134,006 units in September, up 3.9 percent, and the first time in seven months that exports exceeded the year-ago month. Exports of passenger cars were 95,337 units, up 14.2 percent.

Auto plants running nearer capacity

WASHINGTON.—Auto makers operated their plants at a seasonally adjusted 80.5 percent of capacity in September, the Federal Reserve System reported. That was the highest rate for the year and up substantially from the 55.9-percent rate of September, 1982.

Auto credit growth slows; interest rates rise

WASHINGTON.—Auto credit in September expanded at an annual rate of less than 3 percent after two months of annualized growth of more than 20 percent, according to Federal Reserve Board statistics. The average new-car loan at auto makers' captive finance companies was 13.62 percent for 46.2 months on $8,792, compared with August's 12.77 percent for 45.9 months on $8,724. Used-car rates declined from 18.25 percent to 18.21 percent on the average 38-month loan.

Domestics up 23 pct.; imports climb 4 pct.

Month's registrations top '82 total

By Jenny L. King
Staff Writer

New-car registrations in the U. S. in September were down from the preceding month by some 38,000 units, or 4.94 percent, but the most recent total surpassed its 1982 counterpart by 17.69 percent as the numbers of domestics and imports climbed.

Figures compiled by R. L. Polk & Co. reveal September new-car registrations of 735,167 this year compared with 624,640 in 1982. This year's August registrations numbered 773,362.

Of the total, 528,420 were domestics this September, up slightly from 527,282 in the preceding month and up 23.71 percent from 427,132 a year ago.

Import registrations were up in number, down in market penetration. The September import sum of 206,747 was 4.68 percent above 197,508 last year and represented 28.12 percent of the total market for the month, compared with 31.62 percent in 1982.

The imports' market-share loss was rather evenly distributed among the major U. S. makers in September. General Motors picked up 0.63 percentage points, Ford Motor Co. was up 1.58 percentage points, Chrysler Corp. was up 0.71 percentage points and American Motors increased its holding by 0.60 percentage points. Miscellaneous domestics shriveled to 0.01 percent from 0.03 percent.

• Of the domestics alone, AMC earned 3.42 percent of the market, Chrysler cornered 11.80 percent, Ford had 24.30 percent, GM captured 60.47 percent and miscellaneous makes accounted for 0.01 percent.

Compared with the August ranking of domestic makes, AMC enjoyed a boost from 12th to 10th place, Chrysler went to

Table on Page 36.

ninth from 10th, Plymouth dropped from ninth into 11th and Lincoln replaced AMC in 12th. AMC registrations include Renault products built in the U. S.

The year-ago domestic breakout included AMC with 2.71 percent of the total, Chrysler with 11.38 percent, Ford with 23.24 percent, GM with 62.63 percent and miscellaneous domestics with 0.04 percent.

In market class, imports continued to account for the largest segment, 28.12 percent, followed closely by U. S. intermediates at 27.88 percent, then compacts at 15.59 percent, standards at 11.99 percent, subcompacts at 10.36 percent and luxury models at 6.06 percent.

Excluding imports, intermediates had 38.78 percent of the market, compacts had 21.69 percent, standards had 16.69 percent, subcompacts had 14.41 percent and luxury cars had 8.43 percent.

The September, 1982, market class breakdown was as follows: Imports at 31.62 percent, intermedites at 19.96 percent, compacts at 16.37 percent, standards at 10.62 percent, subcompacts at 16.42 percent and luxury models at 5.01 percent.

• New-car registrations for the first nine months of 1983 were up 15.91 percent from 1982 and were off from the 1981 level by a scant 0.12 percent. Total for the period was 6,556,402 in 1983; 5,656,444 in 1982, and 6,564,329 in 1981.

Domestic registrations for nine months were up 18.72 percent, to 4,703,192 from 3,961,614. Compared with 1981, they were up 0.74 percent, from 4,668,568 two years ago. Imports were up

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breaking news

Continued from Page 1

Ford forecasts 1983 foreign sales of 17 million

DETROIT.—Ford Motor Co. expects to sell 17 million cars outside the U. S. and Canada this year and to take a lead of 20,000 over General Motors in the Australian car market, said Robert A. Lutz, executive vice president-Ford International Automotive Operations. There are no plans to bring the Toyo-Kogyo-based Mexican Telstar into the U. S., he said.

Piech joins Art Center board

PASADENA, Calif.—Dr. Ferdinand Piech, vice chairman of Audi, has joined the executive board of the Art Center College of Design. Piech has an open-ended term on the board, which is nongoverning. Members serve as advocates for the college.

NEW-CAR MARKET SHARES IN U. S.

	SEPTEMBER					NINE MONTHS				
	Regis., Sept., 1983	Percent Share of Market	Regis., Sept., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 9 mos., 1983	Percent Share of Market	Regis., 9 mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	102,021	13.88	95,433	15.28	− 1.40	959,224	14.63	897,348	15.87	− 1.24
Ford	81,010	11.02	67,403	10.79	+ 0.23	741,976	11.32	659,392	11.66	− 0.44
Oldsmobile	80,892	11.00	59,968	9.60	+ 1.40	705,135	10.76	553,363	9.78	+ 0.98
Buick	69,335	9.43	58,316	9.34	+ 0.09	600,077	9.15	508,264	8.99	+ 0.16
Pontiac	44,083	6.00	35,723	5.72	+ 0.28	375,128	5.72	336,713	5.95	− 0.23
Mercury	35,448	4.82	25,106	4.02	+ 0.80	287,708	4.38	233,590	4.13	+ 0.25
Dodge	23,678	3.22	17,160	2.74	+ 0.48	228,991	3.49	178,707	3.16	+ 0.33
Cadillac	23,190	3.15	18,073	2.89	+ 0.26	207,927	3.17	164,775	2.91	+ 0.26
Chrysler	21,757	2.96	14,916	2.39	+ 0.57	186,392	2.84	120,743	2.14	+ 0.70
AMC	18,067	2.46	11,594	1.86	+ 0.60	140,248	2.14	67,812	1.20	+ 0.94
Plymouth	16,927	2.30	16,507	2.64	− 0.34	197,905	3.02	181,242	3.20	− 0.18
Lincoln	11,972	1.63	6,747	1.08	+ 0.55	71,960	1.10	57,654	1.02	+ 0.08
GENERAL MOTORS	319,521	43.46	267,513	42.83	+ 0.63	2,847,491	43.43	2,460,463	43.50	− 0.07
FORD MOTOR CO.	128,430	17.47	99,256	15.89	+ 1.58	1,101,644	16.80	950,636	16.81	− 0.01
CHRYSLER CORP.	62,382	8.48	48,583	7.77	+ 0.71	613,288	9.35	480,692	8.50	+ 0.85
AMC	18,067	2.46	11,594	1.86	+ 0.60	140,248	2.14	67,812	1.20	+ 0.94
IMPORTS	206,747	28.12	197,508	31.62	− 3.50	1,853,210	28.27	1,694,830	29.96	− 1.69
MISCELLANEOUS	40	0.01	186	0.03	− 0.02	521	0.01	2,011	0.03	− 0.02
TOTAL	735,167		624,640			6,556,402		6,564,329		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

But Justice official asks changes to protect trademark challenges

Anti-counterfeiting bill endorsed

WASHINGTON. — Courts could combat product counterfeiting much more effectively with the aid of a new bill, Timothy J. Finn, of the Justice Department, told the House Subcommittee on Crime.

Yet changes must be made in the bill if manufacturers who make legitimate challenges to others' trademarks are not to be threatened with severe criminal and civil penalties, said Finn, associate deputy attorney general.

H.R. 2447 — which is supported by a coalition of companies and trade groups, including the Motor & Equipment Manufacturers Assn. — would greatly extend both the civil and the criminal penalties provided under current federal anticounterfeiting law, Finn said.

"We are persuaded by the apparent proliferation of counterfeit merchandise, and the present remedies . . . are not sufficient to deal with the problem," he added.

The mandatory treble damages under H.R. 2447 "are appropriate for the intentional, criminal counterfeiting which this bill intends to address," Finn said. Furthermore, the bill would extend the courts' powers to dispose of counterfeit goods and prevent trading in them.

Nevertheless, the Justice Department is concerned that these penalties could boomerang against innocent persons or corporations who make "good faith challenges" to registered trademarks.

Under federal law, using another's trademark is not necessarily illegal.

"For example, when a trademarked name becomes so identified with a particular kind of product . . . so that consumers cease to think of that trademark name as anything but the product name regardless of who makes it, the trademarked name may have become generic" and open to legitimate challenge in the courts, Finn said.

• If the penalties under H.R. 2447 were to prevent such challenges, it might have adverse effects on antitrust efforts, the Justice Department fears.

To solve this problem, Finn recommended that the word "willfully," meaning in legal terms "to act with evil motives," should be used in the bill to describe the criminal intent element of counterfeiting.

In addition, the bill should exempt from prosecution all those who give trademark owners adequate advance notice, giving the owners a chance to seek civil restraints, and who label their goods to distinguish them from the goods of the owners.

In the case of an ex parte seizure of goods, the bill should allow the government to be notified and give its own opinion of the action, to ensure that such seizures do not interfere with criminal investigations, Finn said.

Subcommittee Chairman William J. Hughes, New Jersey Democrat, while sympathetic to the bill's goals, was dubious that the Justice Department would have either sufficient interest or sufficient resources to enforce the law efficiently.

"How realistic is it to think that government attorneys would be interested in prosecuting product counterfeiters when there are so many drug dealers and gangsters?" Hughes asked Finn.

"Even a few prosecutions in a white-collar area like this would be an effective deterrent," Finn answered.

Nashville auction prospers under British ownership

NASHVILLE. — During its first year as an Anglo American outlet, Nashville Auto Auction's sales increased 20 percent — from $83 million to $100 million. According to Anglo American, this is close to its projection when it purchased NAA for $4 million a year and a half ago.

Anglo American Auto Auctions, Inc., the U.S. holding company for the British Car Auction Group, now has six North American locations. Nashville was its first U.S. acquisition.

The others are Metro Auto Auction of Kansas City; Minneapolis Northstar Auto Auction; Omaha Auto Auction; Aptco Auto Auction, Taylor, Mich., and Dallas Auto Auction.

Together, the six auctions are expected to gross $650 million this year and perhaps as much as $1 billion in 1984, said David A. Wickins, BCA chairman based in Farnham, England.

Michael Richardson, BCA deputy director, directs Anglo American's operations on this side of the Atlantic from offices in Nashville. The Nashville outlet brings nearly 1,000 cars to the block at its regular Wednesday auction at the 33-acre complex.

Among its services, NAA provides a courtesy shuttle from the Nashville airport to the auction and breakfast also is available on auction day.

NAA recently sponsored the Tennessee Automobile Dealers Assn. convention and invited the group to meet at the auction site.

Auctions in England differ from those in the U.S. mostly in terms of their sources for cars.

Richardson said that in England about 78 percent of all new cars are sold to companies. These cars later are disposed of by auctions which BCA runs for most of the companies, the government and the manufacturers. Sales are made both to dealers and to the public in England.

Raleigh dealers concerned about sign ordinance

RALEIGH, N. C.—Automobile dealers here are concerned that the City Council will require that on-premises signs larger than 150 square feet be taken down after a 5½-year amortization period without compensation to the owners.

The dealers are worried that the City Council will take this action as an amendment to an ordinance prohibiting issuing permits for the erection of such signs.

The ordinance was not directed specifically at auto dealership signs. It is part of a similar rule which rejects permits for erecting the same size off-premises signs.

Val Eff, sales manager of North State Ford Truck Sales, said that replacing a large nonconforming sign in front of his business woud cost about $60,000. He said the sign itself is worth $43,923 and that replacing it with a new and smaller sign would cost another $15,867.

C. E. (Buddy) Moore, controller for Leith, Inc., which has both Lincoln-Mercury and American Motors franchises, said the provision of the new ordinance limiting businesses to one free-standing on-premises sign could hurt dealerships.

AC-Delco honors Allied

Ted Aprill, right, president of Allied, Inc., a parts distributor in Ann Arbor, Mich., received a plaque commemorating his firm's long-standing business association with AC-Delco, which dates back to 1918. The plaque was presented by AC-Delco Detroit officials Tom Lang, left, sales manager, East, and Gene Jambor, zone sales manager, second from right. Also present for the occasion was Bill Glesnor, Allied warehouse manager.

IMPORT SALES BY NAMEPLATE

AUGUST, 1983 VS. AUGUST, 1982

	August, 1983	August, 1982	8 Months, 1983	8 Months, 1982
Alfa Romeo	237	204	2,244	1,343
Audi	4,405	4,078	31,379	30,218
4000	1,176	1,332	8,056	8,862
4000d	44	220	877	1,996
5000/S	2,335	1,490	13,125	10,973
5000D/TD	351	383	5,094	1,219
5000 Turbo gas	172	282	1,681	2,877
Coupe	320	343	2,313	2,573
Quattro	3	28	229	131
Tourist	4	.....	4	.....
BMW	5,951	4,258	37,733	33,426
318/320	3,561	3,169	21,552	23,095
528/533	1,644	764	10,794	6,921
633	245	71	1,718	1,033
733	501	245	3,669	2,377
Chrysler/Mitsubishi	9,906	.....	.....	.....
Colt	7,595	11,114	47,833	53,150
Sapporo	1,093	1,417	9,267	8,396
Challenger	1,217	1,473	11,446	10,383
Vista	3	.....	3	.....
DeLorean	.....	272	355	2,218
Fiat	.....	822	4,489	11,917
Strada	.....	149	.....	4,000
Brava	.....	97	.....	2,251
X-1/9	.....	120	.....	2,015
Spider	.....	456	.....	3,651
Honda	25,786	30,315	238,275	250,406
Civic	10,892	11,679	95,308	89,992
Accord	9,990	15,501	120,399	133,743
Prelude	4,904	3,135	22,568	26,671
Isuzu	1,826	1,394	13,705	9,175
I Mark	643	1,394	9,356	9,175
Impulse	1,183	.....	4,349	.....
Jaguar	1,176	852	9,966	6,083
Lancia	.....	120	513	660
Mazda	15,071	15,718	118,525	107,736
GLC	4,620	5,149	36,338	35,772
626	5,737	6,044	45,734	38,112
RX-7	4,714	4,525	36,453	33,852
Mercedes-Benz	6,289	4,943	48,129	42,302
240D	997	920	9,036	9,747
300D	1,676	1,418	12,593	9,742
300CD	202	122	1,321	1,168
300TD	231	194	1,832	1,981
300SD	1,815	1,259	12,483	10,720
280E	.....	.....	.....	25
280CE	.....	.....	.....	1
380SEL	455	271	3,423	2,298
380SL	752	625	6,209	5,396
380SEC	161	134	1,230	1,203
Miscellaneous	.....	.....	2	.....
Mitsubishi	3,271	.....	20,305	.....
Starion	590	.....	4,053	.....
Cordia	1,274	.....	7,824	.....
Tredia	1,407	.....	8,428	.....
Nissan	47,451	39,283	371,261	314,261
Sentra/210	19,356	15,923	149,818	128,866
310	.....	4,453	1,916	34,027
Pulsar	5,540	.....	42,766	.....
Stanza	6,837	5,254	46,818	38,657
Maxima	5,597	4,787	49,023	33,413
200SX	2,741	3,970	25,410	35,159
280ZX	6,989	4,584	51,909	40,440
Hawaii	391	312	3,591	3,303
Peugeot	1,144	1,452	9,897	9,740
Porsche	1,883	1,075	15,239	8,955
924	.....	24	.....	1,650
924 Turbo	.....	15	.....	613
944	1,327	492	9,394	2,169
911SC/Cabriolet	394	402	4,016	3,074
928	162	142	1,829	1,449
Renault	3,452	2,366	23,603	26,307
Le Car	699	1,330	10,548	12,648
18i	1,364	144	3,949	6,863
Fuego	1,389	892	9,106	6,796
Saab	2,106	1,779	18,200	12,334
99	.....	1	.....	1
900	558	421	4,940	3,027
900S	554	456	4,717	2,781
Turbo	994	876	8,311	6,328
Tourist	.....	25	252	197
Subaru	14,747	12,984	107,523	98,066
Toyota	50,321	50,607	382,629	363,057
Starlet	396	1,812	5,585	13,137
Corolla	11,735	16,877	98,059	122,240
Tercel	13,416	13,124	107,936	89,808
Celica	13,141	10,989	86,077	82,694
Supra	1,452	3,204	18,756	22,470
Camry	5,514	.....	31,968	.....
Corona	.....	15	12	3,076
Cressida	3,767	4,085	27,290	24,344
Land Cruiser	406	187	3,250	2,003
Hawaii	492	314	3,696	3,284
Other	.....	.....	.....	1
Volkswagen	6,864	6,397	51,169	44,299
Rabbit Convertible	909	838	7,115	6,085
Jetta	1,529	1,969	13,393	13,639
Vanagon	1,182	1,232	9,904	8,812
Quantum	1,885	1,265	11,550	7,816
Dasher	.....	.....	.....	.....
Scirocco	1,359	1,093	9,207	8,147
Volvo	7,225	6,382	63,786	55,922
DL	3,597	3,438	31,930	31,423
GL	1,118	1,157	11,215	8,488
GLT/Turbo	1,304	845	9,478	7,662
GLE	5	304	209	1,963
DL Diesel	.....	48	.....	458
GL Diesel	309	578	3,521	5,193
Coupe	.....	3	12	74
760 (gas)	692	.....	4,941	.....
760 TurboDiesel	191	.....	1,515	.....
Tourist	9	9	965	661
TOTAL	209,113	199,305	1,668,236	1,499,866

Rate of increase double that of overall market

Japanese to top million in Europe

By Richard Feast
European Editor

LONDON. — The level of Japanese new-car registrations in Europe has never been higher.

Their rate of increase is double that for the overall market, and a year-end total well in excess of one million units looks certain.

Unofficial industry statistics indicate that during the first three-quarters of this year the number of Japanese registrations increased by 11.4 percent to almost 830,000, a market share of 10.2 percent. The total market was 8,136,500.

Last year, Japan had 9.5 percent of the European market, compared with 9.6 the previous year and 9.8 in 1980. In the peak sales year (1979) the figure was less than 7.5 percent.

This year's market is expected to reach or beat 1979's record 10.33 million.

With a handful of exceptions, Japan's share of the available business in the various national markets improved, whether the buying trend was up or down.

In unit terms the additional success by the combined Japanese makers amounted to approximately 84,900.

The key gains were in West Germany, Austria, Holland, UK and Denmark.

Such changes have an immediate effect on the European producers, most notably Germany's. In addition to its important domestic market, its role has traditionally been that of prime exporter to Northern European markets.

French and Italian manufacturers, protected at home by trade barriers, were less affected by these recent changes.

But over the medium and longer term, if the Japanese hang on to their increased business, it is bound to cause substantial European reactions.

Already the low-cost competitiveness of the Japanese has caused restrictions of various types to be established in most major national markets. The prime examples are France's 3 percent and Italy's 2,200 units per year.

To compete with Japan's cost advantages, Ford is to sell Brazilian-built Escorts in Scandinavian markets. This follows Fiat Auto's decision to source 127 models — and later Unos — from Brazil for sale in Europe.

Now Volkswagen do Brasil has revealed that from 1985 it is likely to dispatch in volume an unspecified new model for sale across the whole of Europe. A firm decision on the $800-million project is expected by the end of this year.

A further reaction which Japanese competition has caused in Europe is the number of production or financial links between makers: Austin Rover with Honda, Nissan with Alfa Romeo, Motor Iberica and VW, and Nuova Innocenti of Italy with Daihatsu in the supply of power trains.

• Japanese unit increases in the nine months to the end of September were led by West Germany. The market was well up (more than 13 percent) but Japanese registrations increased by nearly 21 percent to 196,700 — an additional 33,600.

In Austria, Japan kept ahead of the 24 percent overall market increase. It sold an additional 17,700 units (43 percent) for a total of 59,100.

Holland, Japan's third most important market on the continent, bought an additional 17,200 units compared with the similar period last year. That was a 25-percent improvement against a market swing overall of 15 percent. Total Japanese registrations for the nine months: 87,800.

In the UK, where the Japanese number gain was 13,200, the picture was different. The Japanese lost market share — thanks to an incredibly competitive market place which saw Ford, BL, Vauxhall and importers slugging it out with a major discount war.

Thus, Japan's UK increase was only 9.6 percent (to 151,800) compared with an overall 17.7-percent swing. The UK market is set fair to beat the record total of 1979, when 1.72 million cars were registered.

The most dramatic gain by the Japanese was in the small, Danish market. Overall car business rose by 27 percent, but Japan's registrations leapt by 66 percent to 28,900 — 11,500 units more than in the year-earlier period.

JAPAN'S EUROPEAN ADVANCE

Based on January-September registrations

	Number	Market Share	Japanese Change	Overall Change
Austria	59,100	29.6	+ 42.7	+ 24.0
Belgium/Lux	66,100	22.8	+ 5.5	− 4.1
Denmark	28,800	32.2	+ 66.4	+ 27.1
France	40,400	2.8	− 11.8	− 0.3
Finland	39,400	42.6	+ 18.1	− 1.6
Greece	17,700	39.4	− 29.9	− 19.7
Holland	87,800	24.5	+ 24.3	+ 15.4
Ireland	16,000	30.5	− 8.8	− 16.4
Italy	1,900	0.2	− 3.1	− 0.7
Norway	30,700	36.4	− 5.0	− 5.1
Portugal	4,600	7.9	− 6.7	+ 6.7
Spain	4,500	1.1	− 6.6	+ 5.3
Sweden	23,600	15.7	+ 4.5	− 0.9
Switzerland	60,700	27.5	− 3.1	− 6.4
UK	151,800	10.4	+ 9.6	+ 17.7
West Germany	196,700	10.3	+ 20.6	+ 13.2
Overall	829,800	10.2	+ 11.4	+ 5.4

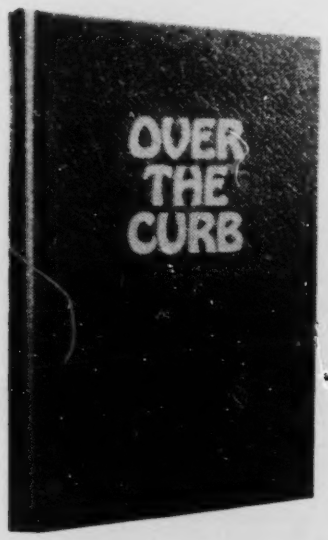
Hoffman building in Hartford suburb

WEST SIMSBURY, Conn. — Hoffman Enterprises is building an Auto Park in this fast-growing Hartford suburb.

It will include showroom and service facilities for Honda, Lincoln - Mercury, Oldsmobile, BMW, Rolls Royce, Maserati and Alfa Romeo.

Trauax appointed

HILLSBORO, Ore. — Edward E. Truax has been named field sales manager for Porsche Audi Northwest, distributor for Oregon, Washington, Idaho, Montana and Alaska.



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May lower local content in new models

Peru seeks to bolster auto industry

By Caitlin Randall
Special Correspondent

LIMA, Peru. — In an effort to bolster its sagging automobile assembly industry, the Peruvian Government has proposed a new law to spark interest at Ford Motor Co. and General Motors, whose Lima plants have gone unused for nearly 13 years.

The law, now in debate in Peru's two-house Congress, would require that local assemblers use a minimum of 31 percent local content until the end of next year. This would increase to 34 percent on Jan. 1, 1985.

However, companies which start assembly on a model not already manufactured in Peru would be allowed to begin assembly with only 25 percent locally made parts.

Under the present law, assemblers must use 30 percent local content for cars and 35 percent for pickup trucks. Both were to have increased by five points in 1984, and companies were to have reached 50 percent local content over the next two years.

"Lower local input is better for assemblers," said one industry source. "It's cheaper for us to import parts than to buy them locally.

"It's not good for auto makers, but the (Congressional) committee seems to have convinced them it will attract new assembly plants and more customers."

Representatives of AIPA, the automobile assemblers association, said the government is anxious to encourage new assembly plants, particularly Ford and GM.

• Some industrialists, however, say the government proposal favors GM and Ford at the expense of other auto companies.

Others, like Rafael Zegarra of Volvo, say it is unlikely that auto manufacturers would invest in local assembly at this stage, regardless of government efforts.

"The economy is the major deterrent," Zegarra said. "With inflation running at over 100 percent and every auto plant in Lima cutting production, I can't imagine who would invest in this market."

Indeed, auto assemblers predict production for 1983 will fall below 10,000 units, down 54.50 percent from 21,977 in 1982. Imports as well are expected to drop 45.71 percent from 27,629 in 1982 and 15,000 units this year.

But, as industry sources point out, imports continue to outsell local models, further straining the assembly industry.

"There is a lot of competition from imported vehicles because of high stock worldwide," explained one dealer. "There are 10 auto companies in Japan, for example, which all export to Peru."

While duties are high — as much as 127 percent of the base value of an automobile and 70 percent of the value of a truck — assemblers say taxes on locally manufactured vehicles are prohibitive as well.

According to dealers, there is only a 10 percent difference in price between a *locally built* light truck and an imported truck because of high local taxes.

• "It's not that duties are low," said one dealer, "but that taxes on local vehicles are simply too high."

Feeling the pinch, Volvo has stopped production at its Lima plant.

Last year, Volvo assembled 430 heavy trucks and buses compared with 1,270 units in 1981. So far this year, the company has assembled 13 units.

Company sources said, however, that Volvo hopes to start assembling 300 buses for Lima transport within the next three months.

Other companies, including Toyota and Motor Peru, which assembles Volkswagen cars and pickups here. are also reducing production while Nissan Motor halted production altogether last March.

Meanwhile, the government has hiked the cost of imported CKD kits through a series of new tariff regulations.

The new rules increase the surcharge on imports from 15 percent of the customs tariff importers must pay to an across-the-board 10 percent of the CIF (cost insurance freight) value of the goods.

Assemblers said this means that surcharges on items paying low duties, mainly inputs for industry, will jump in cost far more sharply than those on manufactured goods which pay higher duties.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
SEPTEMBER, 1983 VS. SEPTEMBER, 1982

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Alliance	13,079	98,442	2,710	2,710
Encore	1987	1,987		
Spirit	193	4,627	1,105	14,059
Concord	146	8,923	4,394	16,613
Concord SW	122	4,053	778	6,555
Eagle 4WD	310	2,714	455	4,478
Eagle 4WD SW	1,830	14,587	1,426	13,073
Eagle SX4 4WD	400	4,915	726	8,324
TOTAL AMC	18,067	140,248	11,594	67,812
Chrysler Laser FWD	526	526		
LeBaron FWD	4,832	51,274	6,273	58,882
LeBaron SW FWD	1,137	8,403	910	5,712
E-Class/NY FWD	9,598	56,381	438	438
Cordoba	496	9,797	1,452	11,183
NY Fifth Ave.	5,128	58,804	5,712	42,530
Imperial	40	1,207	131	1,998
Total	21,757	186,392	14,916	120,743
Plymouth Horizon FWD	4,560	39,709	4,985	56,686
Turismo FWD	2,817	26,287	607	4,398
Reliant FWD	6,425	86,440	7,475	76,836
Reliant SW FWD	2,754	34,286	2,435	30,282
Gran Fury	371	11,183	1,005	13,040
Total	16,927	197,905	16,507	181,242
Dodge Omni FWD	4,044	35,546	4,540	48,434
Charger FWD	4,005	33,129	900	8,265
Daytona	440	440		
Aries FWD	5,731	63,093	4,853	54,275
Aries SW FWD	2,185	27,251	2,126	24,582
600 '84/400 '83	1,907	23,944	2,462	19,314
Diplomat	1,327	18,784	1,621	18,334
Diplomat SW			2	69
Mirada	280	3,896	531	5,309
Dodge 600 FWD	3,759	22,908	125	125
Total	23,678	228,991	17,160	179,707
TOTAL CHRYSLER CORP.	62,362	613,288	48,583	480,692
Ford Escort FWD	14,787	183,623	18,705	190,036
Escort SW FWD	4,476	62,303	5,649	59,643
EXP FWD	1,297	17,917	2,251	29,236
Fairmont	980	45,550	11,622	92,730
Fairmont SW			12	2,009
Tempo FWD	18,977	58,325	1	1
Granada			3,709	52,159
Granada SW			2,551	29,353
LTD	8,861	84,066	11	11
LTD SW	3,513	33,957	5	5
LTD '82			4,542	39,509
LTD Crn. Victoria	6,966	73,735	3,857	32,469
LTD Crn. Victoria SW	1,193	15,474	1,472	15,359
Mustang	7,006	84,666	8,160	83,590
Thunderbird	12,954	82,366	4,856	33,232
Total	81,010	741,976	67,403	659,392
Lincoln Town Car	9,376	40,826	3,454	24,953
Mark VI	1,848	20,608	2,028	17,753
Continental	748	10,526	1,265	14,948
Total	11,972	71,960	6,747	57,654
Mercury Lynx FWD	4,792	47,933	6,528	57,066
Lynx SW FWD	1,197	13,354	1,910	15,338
LN7 FWD	186	4,561	637	10,023
Capri	1,605	16,984	2,176	21,116
Zephyr	199	13,090	3,794	29,455
Zephyr SW			12	797
Topaz FWD	5,806	18,099		
Marquis '82			1,948	24,407
Cougar '82			807	11,761
Cougar '82 SW	3,639	35,559	4	4
Marquis '83 SW	1,400	12,061		
Marquis '83			610	6,470
Marquis Brougham '82			1,307	13,113
Grand Marquis	5,648	62,921	2,808	24,813
Marquis '82 SW/G Marquis SW	706	9,351	595	7,002
XR7	10,270	53,795	1,910	12,225
Total	35,448	287,708	25,106	233,590
Lincoln Mercury Div. Total	47,420	359,668	31,853	291,244
TOTAL FORD MOTOR CO.	128,430	1,101,644	99,256	950,636

	1983 Month	1983 Year	1982 Month	1982 Year
Buick Skylark FWD	5,628	76,558	10,363	108,703
Skyhawk FWD	4,158	46,905	5,504	29,107
Skyhawk SW FWD	739	8,082	7	7
Century FWD	14,545	100,361	9,118	62,822
Century SW	3	3		
Regal	20,303	159,751	16,199	151,445
Regal SW	799	11,039	953	10,718
LeSabre	10,739	93,751	7,677	65,399
LeSabre Limited	6,387	55,277	4,771	39,693
Electra	110	110		
Buick SW	1,202	13,931	979	10,680
Riviera FWD	4,722	34,309	2,745	29,690
Total	69,335	600,077	58,316	508,264
Cadillac deVille	9,510	93,216	8,531	75,764
deVille FWD	96	96		
Cimarron FWD	1,251	14,447	991	9,064
Fleetwood & Chas.	3,074	30,022	2,754	26,261
Fleetwood FWD	32	32		
Eldorado FWD	6,363	48,335	3,964	38,538
Seville FWD	2,864	21,779	1,833	15,148
Total	23,190	207,927	18,073	164,775
Chevrolet Chevette	13,599	132,000	22,339	173,764
Camaro	12,928	128,316	13,190	129,060
Cavalier FWD	13,747	126,194	8,288	64,862
Cavalier SW FWD	5,986	49,373	2,283	18,726
Citation FWD	5,696	74,005	12,443	139,973
Malibu	3,761	39,738	3,789	50,679
Malibu SW	2,796	38,886	2,679	30,058
Celebrity FWD	15,874	114,399	8,783	60,760
Monte Carlo	8,122	70,028	5,949	70,618
Impala	2,826	34,874	3,150	39,395
Caprice	10,295	90,549	7,859	71,092
Chevrolet SW	4,071	42,060	3,222	32,071
Corvette	2,320	18,802	1,459	16,290
Total	102,021	959,224	95,433	897,348
Oldsmobile Omega FWD	2,709	39,704	5,671	54,251
Firenza FWD	2,288	23,750	3,242	17,462
Firenza SW FWD	868	9,536	10	10
Cutlass Ciera FWD	18,304	126,267	10,109	71,014
Cutlass Ciera SW FWD	3	3		
Cutlass Sup/Calais	24,664	215,474	17,350	188,005
Cutlass SW	1,195	16,348	1,060	14,980
Delta 88	14,627	146,594	12,103	112,817
98	10,731	81,519	6,926	57,954
98 FWD	23	23		
Oldsmobile SW	1,927	18,962	1,344	14,251
Toronado FWD	3,553	26,955	2,153	22,619
Total	80,892	705,135	59,968	553,363
Pontiac 1000	3,005	26,054	4,364	37,135
Firebird	6,543	66,178	7,012	70,968
2000 FWD	4,562	53,942	5,088	34,379
2000 SW FWD	990	9,310	952	5,869
Phoenix FWD	1,587	20,117	3,109	36,436
Bonneville	6,338	48,396	4,052	43,515
Bonneville SW	1,094	11,378	1,032	10,755
6000 FWD	8,310	61,464	5,046	32,279
Grand Prix	7,823	64,972	5,004	61,386
Catalina			8	441
Bonneville '81/Parisienne	1,053	3,179	30	1,661
Bonneville Bgm. '81/Paris Bgm.	1,511	6,727	21	1,433
Pontiac SW	521	2,665	5	456
Fiero	748	748		
Total	44,083	375,128	35,723	336,713
TOTAL GM CORP.	319,521	2,847,491	267,513	2,460,463
(Checker)	2	244	151	1,762
Miscellaneous Domestic	40	521	186	2,011
Domestic Station Wagon Total	42,707	466,656	35,216	370,121
Domestic Grand Total	528,420	4,703,192	427,132	3,961,614
Import Total	206,747	1,853,210	197,508	1,694,830
Grand Total All Registrations	735,167	6,556,402	624,640	5,656,444

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Dealer coaches football team to championship

SHOW LOW, Ariz. — Always a doormat for other football teams, Show Low High School got a shot in the arm this year when Gene Hall, a local auto dealer helped coach the team to a 7-2 season and a Class A East championship.

The school had never produced a winning team in its 11-year history and the Cougars had won just one game a year ago and only four in the past three years.

Hall was a volunteer part-time football coach, along with George Kunz, a volunteer and a former NFL All-Pro lineman.

On deal with Toyota

GM seeks FTC OK by year-end

Continued from Page 1

Chairman James C. Miller III to excuse himself from voting on staff recommendations on the GM-Toyota proposal since Miller (as a private consultant before coming to the FTC) received fees from GM for advice on a compliance matter in workplace safety.

FTC general counsel has written to Joseph A. Califano, former Cabinet officer in the Carter Administration and currently a lobbyist for Chrysler in the GM-Toyota affair, saying there is no legal basis for Miller to excuse himself.

But it turns out that GM had used Miller on six separate occasions in matters pending before the Occupational Safety and Health Administration and the total payments were $75,107.67. Miller developed alternate means of compliance and their cost/benefit ratios.

An early story in AUTOMOTIVE NEWS had used $5,000 (based on a paper obtained under a Freedom of Information request); later, the figure of $50,000 was used; but FTC left unconnected both figures. Now, John B. Carley, FTC general counsel, says, "The facts are not in dispute and, as stated, have been a matter of public record for more than two years."

When asked about the $50,000 payments from GM on an earlier occasion, a GM spokesman pooh-poohed the amount (but did not correct it, by saying that at $1,500 a day, the consultancy was not much).

The letter responding to Chrysler's lobbyist notes that Miller was a fulltime employe of the American Enterprise Institute while running a Subchapter S corporation as a consultant and the fees from GM did not constitute a majority of its two-year income because there were "numerous clients" besides GM. Besides, it adds, Miller worked exclusively with accountants, engineers and economists for GM and on no occasion with company officials.

Carley's letter also stressed that Miller has no financial interest in GM and he is clear of even the appearance of conflict. As a compelling point, Carley notes that despite a history of stormy disagreement with Chairman Miller, former FTC Chairman Michael Perschuk (now commissioner) has no doubt about Miller's "impartiality and independence" in the GM-Toyota joint venture decision.

• The status of GM-Toyota now is that FTC attorneys and economists are analyzing the proposed joint venture to see if it violates the antitrust laws. When they finish, they will forward their recommendations to the commissioners.

They may accept or reject staff views or may modify the proposal. Theoretically, FTC could suggest changes to GM and Toyota to bring the proposal into compliance. If GM and Toyota went ahead without FTC approval, the FTC could go to court.

If FTC allows the proposal to proceed, then Ford and/or Chrysler could file a private antitrust suit challenging the joint venture.

A Whisper from Denmark

The Hope Whisper is made by Hope Automobil Industri, Hadund, Denmark. The new electric car runs up to 62.5 miles per charge, according to the company. The aerodynamic fiberglass body features built-in headlights, three doors and room for two adults and two children. The Danish vehicle is now going into mass production.

Inventory of import cars shrinks to 29-day supply

Continued from Page 1

28-day stock at September's lower sales pace.

Japanese makes and their Nov. 1 days-supply figures were: Toyota, 12; Honda, 22; Nissan, 23; Mazda, 24; Subaru, 34; Mitsubishi, 55, and Isuzu, 70. In addition, Chrysler Corp. had a 67-day supply of Mitsubishi-built cars, including Plymouth Colt, 67; Dodge Colt, 68; Plymouth Conquest, 68; Dodge Conquest, 78; Plymouth Vista, 55, and Dodge Vista, 61.

West German-made cars in stock Nov. 1 totaled 41,063 units, a 52-day supply, up from 29,340 Oct. 1, a 37-day stock.

German nameplates and their Nov. 1 days-supply figures were: Mercedes-Benz, 26; Porsche, 31; Audi, 37; BMW, 58, and Volkswagen, 87. VWoA also had a 68-day supply of U. S.-built Rabbits.

Days-supply of other European lines Nov. 1 were: Jaguar, 15; Saab, 31; Volvo, 46; Peugeot, 53; Alfa Romeo, 114, and Renault, 119.

Days-supply figures for imported pickup trucks Nov. 1 were: Mazda, 26; Toyota, 52; Nissan, 67½; Chrysler Corp./Mitsubishi, 68; Mitsubishi, 75, and Isuzu, 89.

factories list auction dates

American Motors

Nov. 22—D-A Auto Auction, New Stanton, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Nov. 23—Metro Milwaukee Auto Auction, Caledonia, Wis.; Central States Auto Auction, Mason City, Ia.; Kansas City Auto Auction, Kansas City, Mo.; Columbus Fair Auto Auction, O., and Evansville Auto Auction, Evansville, Ind.

Nov. 29—High Point Auto Auction, High Point, N. C., and Aptco Auto Auction, Taylor, Mich.

Nov. 30—Central States Auto Auction, Mason City, Ia.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Columbus, O.

Ford Motor Co.

Nov. 22—Aptco Auto Auction, Taylor, Mich.

Nov. 30—Concord Auto Auction, Acton, Mass.

Used Car Sales
Auction Averages

November to date	$5,110
Month ago	$5,287
Year ago	$4,580

Model breakdown
Auction Averages

	NOVEMBER TO DATE	OCTOBER	SEPTEMBER
1983	$ 9,236	$10,112	$ 9,960
1982	7,112	7,653	7,629
1981	5,757	6,114	6,179
1980	4,978	5,185	5,193
1979	4,123	4,386	4,613
1978	3,120	3,316	3,405
1977	2,463	2,365	2,523
1976	1,792	1,868	1,811
Overall Average	$ 5,110	$ 5,241	$ 5,190

Big Three October, year-to-date sales

	October 1983	October 1982	Year to date 1983	Year to date 1982
Ford				
Vans	14,387	8,255	139,596	105,467
Club Wagon	2,463	2,278	24,329	27,077
Ranger	16,336	7,701	156,498	84,385
Courier	.....	3,710	5,657	27,793
Bronco	3,386	2,814	33,543	33,480
Bronco II	7,213	.....	46,993	.....
Pickups	44,021	21,144	368,505	341,616
Mediums & Heavies	2,864	2,277	32,693	38,606
Chevrolet				
Vans	11,672	7,442	117,476	84,051
Sportvan	1,386	1,213	15,102	12,843
S-10	13,227	11,615	168,635	149,026
S-10 Blazer	10,099	1,272	82,019	1,357
LUV	.....	1,080	.....	19,852
El Camino	2,544	1,893	19,912	18,816
Blazer	2,227	1,175	24,327	20,507
Suburban	3,177	1,278	29,889	22,473
Pickups	36,742	28,793	335,101	329,631
Mediums	1,052	790	13,439	13,134
Chrysler				
Vans	6,104	5,307	61,343	51,798
Voyager	229	767	6,912	9,468
Ram Wagon	3,208	2,451	30,809	24,751
Ram 50	3,780	2,653	27,547	29,219
Ramcharger	1,741	924	17,002	8,684
Rampage	881	1,143	9,056	14,442
Pickups	7,587	4,733	70,165	70,204
GMC				
Vans	3,256	1,947	39,422	22,636
S-15	3,281	2,716	34,180	31,629
S-15 Jimmy	2,349	109	16,173	109
Jimmy	512	361	5,780	5,589
Caballero	238	186	1,755	2,150
Suburban	868	464	9,003	7,623
Pickups	10,193	8,147	86,660	90,456
P Models	362	274	3,443	3,247
Mediums	1,163	820	15,815	18,353
Heavies	412	248	6,191	7,528

October retail truck sales move sharply ahead of '82

Continued from Page 14

Nissan shortages, sales of the non-captive Japanese-built pickups dropped 8.2 percent in October to 28,006 units, compared with 30,501 a year ago. However, the 10-month total was up 36.7 percent, from 251,485 units in 1982 to 343,714.

In October, 54,373 domestic compact trucks were retailed, accounting for 63.1 percent of the month's total. A year ago, the imported vehicles took 59.3 percent of the count with 38,170 units.

For the 10-month span, sales of the domestic compacts totaled 524,602 units and accounted for 57.2 percent of the market. A year ago, the domestics had 47.3 percent with 298,590 units.

Although the imports' share of the market through October dropped to 42.8 percent, the unit total was higher than a year ago. Sales this year hit 392,326 units, up 17.8 percent over the year-earlier 333,238. In 1982, the imports had 52.7 percent of the market.

On Nov. 1, according to the Motor Vehicle Manufacturers Assn., there were 571,404 unsold new trucks in dealers' hands, 7 percent lower than the 613,912 units in inventory a year ago.

Stocks were lower this year in all three market segments, with big trucks showing the biggest percentage declines.

• There were 536,433 light trucks on hand at the end of the month, down 6.1 percent from last year's 571,378. Mediums were down 15.7 percent, from 9,685 units a year ago to 8,164. Heavies totaled 26,807 units, off 18.4 percent from the year-earlier 32,849.

Big Three truck dealers retailed 218,960 units in October, a gain of 58.9 percent from last year's 137,980. Through October, the count was 2,055,172, up 18.9 percent from the year-ago 1,728,198.

Ford regained the calendar-year lead from Chevrolet in October as its dealers sold 90,670 trucks, 88.2 percent higher than last year's 48,179. Through October, the Ford total was 808,016, up 22.7 percent from the year-earlier 658,424.

No. 2 Chevrolet said its dealers retailed 82,126 vehicles during the month, a gain of 45.2 percent over the year-ago 56,551 units. The 10-month total was 19.9 percent higher, from 671,890 units in 1982 to 805,900.

Dodge and Chrysler-Plymouth dealers sold 23,530 new trucks during the month, an increase of 30.9 percent from last year's 17,978. Through October, the count was up 6.8 percent to 222,834 units, compared with 208,566 in 1982.

• GMC reported that its dealers retailed 22,634 vehicles during the month, up 48.2 percent from last year's 15,272. The 10-month total was 15.4 percent higher than a year ago, 218,422 units versus 189,318.

Sales of four-wheel-drive Jeep vehicles in October totaled 8,066 units, an increase of 40.8 percent over last year's 5,727. Through October, the count was 61,173, up 15.7 percent over the year-earlier 52,857 units.

Volkswagen dealers retailed 271 compact front-wheel-drive pickups during the month, down 73.6 percent from last year's 1,025 units. The 10-month total was 4,581, off 58.6 percent from the 11,076 units sold in the like period in 1982.

During the month, Toyota said, its dealers sold only 9,215 compact pickups, a decline of 31.1 percent from the year-ago 13,376. Through October, however, the count was up 17.2 percent to 140,722 units, compared with 120,087 in 1982.

Nissan dealers retailed 7,950 vehicles in October, down 34.1 percent from last year's 12,066. The 10-month count was 38.8 percent higher than a year ago, 115,891 versus 83,478.

Mazda reported a record 7,204 sales during the month, an increase of 126.7 percent over the year-earlier 3,178. Through October, the total was up 80.5 percent to 59,428 units, compared with 32,928 a year ago.

During the month, Isuzu dealers retailed 2,699 compact pickups, a gain of 55.7 percent over the year-earlier 1,629. In the January-October period, the total was up 39.6 percent, from 14,740 units in 1982 to 20,572.

Mitsubishi, starting the second model year with its small pickups, reported 938 sales in October, a gain of 272.2 percent over the year-earlier 252. Ten-month sales climbed to 7,101 units.

Experience unnecessary; in fact, it's unwanted

Ford extends sales-recruit drive

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Using a recruiting technique developed by Lincoln-Mercury earlier this year, Ford Division last week sponsored a drive here to hire 50 new salespersons from 260 applicants for 19 area dealerships.

The program, designed to bring new blood into the auto industry, has been used by Ford Division in 18 markets and Lincoln-Mercury in 5.

According to Larry Rochon, curriculum development manager for Ford Marketing Institute (which trains the successful candidates), Ford has hired more than 500 people out of 5,500 applicants.

Each new hire is given a two-week sales training program at FMI and then is put on salary at the dealership for three months.

After the 90 day period, the person converts to the dealership's commission-based pay scale.

The idea behind the drive is to bring new people into the business, Rochon said, adding that previous sales experience is not required and that the screening process is designed to weed out those who have worked for dealerships before.

In reviewing the number of applicants, Rochon said "these programs have brought an awful lot of people in." He reported that the retention factor (those who stay on at the dealership after 90 days) is in excess of 60 percent nationally.

"The retention of salespeople is beyond dealer expectations," he said. "They (dealers) like the program very much."

• More than 200 Ford dealers have participated in the recruiting drive and Rochon expects that its success will foster a return of the program to some markets.

Last week's drive in Los Angeles was conducted at three locations and more than 260 applicants were interviewed. After applications are filled out, candidates identify their dealership preferences and have interviews with either the sales manager or principal of the selected dealership.

Spouses of salespersons being hired were also interviewed at the assigned dealership so that all parties understood both the requirements and opportunities of the job, according to Rochon.

About half the people recruited by Lincoln-Mercury in Los Angeles over six months ago are still on the job, Rochon said. A couple of them are doing very well at their dealerships. Sylvia Marshall, who works at Hollywood Lincoln-Mercury, is typical.

Car production
U. S. car production highest in 2½ years. Story on Page One.

"I hadn't ever thought about car sales," Marshall said. She had been doing public relations work for a number of years, but was out of work and trying to get into sales when the opportunity came along.

A neighbor saw a news report on the recruiting drive, convinced Marshall she should go and even lent her car to Marshall so she could be interviewed.

"They (Lincoln - Mercury) kind of sold me," Marshall said. "They were hiring people with no car experience. It was very good for me."

• She feels the program is part of an overall plan by the company to change the image and techniques of car sales personnel.

"The only other times I was in a dealership, I was terrified (of the salesmen)," Marshall admitted. She said buyers today are turned off by high-pressure situations and that a more low-key approach fits in with her selling style.

She said the dealership's general manager, Mike Sullivan, has been supportive. "They had confidence in me. The more I tried, the more backing they gave me," she said.

Rochon said that's typical for those involved in the program. "The dealer who sees a good candidate is willing to work with him or her more," he said, rather than just turning the person loose on the floor.

Marshall said the first weekend she worked, which was in the middle of the two-week FMI training session, she sold her first car. She went off the guaranteed salary (which, according to Rochon, is generally $1,000 a month) to the dealership's regular commission scale.

"If I hadn't had the guarantee, I don't think that I could have done it," Marshall said. "When you've been on salary your whole life, going to commission is awesome. But once you get used to it, it means more money."

Marshall said the new job has turned her life around. "I have more self confidence," she said. "I like the immediate reward and the responsibility. It's a career for me."

Overtime pushes truck output over 58,000 for week

Domestic truck production last week was targeted at 58,214, the highest since 58,483 units were built in the week ended July 14, 1979. Nine assembly plants worked extra hours last week.

The week's total exceeded the prior week's 57,914 and was 76.22 percent more than the 33,035 built in the year-ago period.

Year-to-date, there have been 2,133,000 trucks assembled, up 24.06 percent from last year's 1,719,384.

General Motors had its Detroit plant working one shift last Saturday (Nov. 19) and its Lordstown (O.) point working two shifts.

All six Ford facilities were on overtime schedules last week, with Lorain (O.) operating on Saturday and the other plants working extra daily hours. This week, all six Ford factories will put in daily overtime.

Chrysler Corp. had its Warren (Mich.) plant working two daily 8-hour shifts.

All truck facilities will be idle Thursday and Friday this week in observance of the Thanksgiving holiday.

Car output falls in Canada as GM scraps overtime

Last week's Canadian car production was targeted at 20,930, down 8.96 percent from 22,989 units assembled the week before, and 65.34 percent over the 12,659 built in the year-ago period.

General Motors plants worked several hours of overtime the week before last and did not put in extra hours last week. That accounted for the decline in production.

So far this year, the manufacturers have completed 854,421 cars, leading the year-ago output of 755,394 by 13.11 percent.

Truck production last week was estimated at 14,438, topping the prior week's output of 11,307 by 27.70 percent. It was nearly double the year-ago week's total of 7,402.

Year-to-date, there have been 479,186 trucks completed, up 9.12 percent from 439,155 finished at this time last year.

So far, there have been 5,725 T-115 minivans built at Chrysler Corp.'s Windsor facility.

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 19, 1983	Week Ended Nov. 20, 1982	Week Ended Nov. 12, 1983	Nov. to date	Jan. 1 to Nov. 20, 1982	Jan. 1 to Nov. 19, 1983
CHEVROLET	19,117	9,422	18,261	52,842	592,970	741,836
DODGE	4,000	2,136	3,840	11,044	113,647	128,866
FORD	22,118	14,665	22,182	60,994	625,318	827,913
GMC	6,108	2,625	6,341	17,596	206,283	234,732
INTERNATIONAL	1,221	1,030*	1,228	3,417	41,934	45,752
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	3,300	2,107	3,636	9,770	78,949	92,440
NISSAN	1,300	.....	1,376	3,807	.....	12,552
AM GENERAL	50*	50*	50*	140*	2,180*	2,230*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,800*	50,000*	44,600*
Total Trucks, U. S.	58,214	33,035	57,914	162,410	1,719,384	2,133,000

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 19, 1983	Week Ended Nov. 20, 1982	Week Ended Nov. 12, 1983	Nov. to date	Jan. 1 to Nov. 20, 1982	Jan. 1 to Nov. 19, 1983
CHRYSLER CORP.	4,655	.....	1,527	7,621	92,404	115,201
FORD MOTOR	3,400	3,111	3,401	10,134	121,415	126,025
GENERAL MOTORS	6,248	4,028	6,245	17,439	215,345	232,921
INTERNATIONAL	135	263	134	375	9,991	5,039
Total Trucks, Canada	14,438	7,402	11,307	35,569	439,155	479,186
N. American Trucks	72,652	40,437	69,221	197,979	2,158,539	2,612,186

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Nov. 19, 1983	Week Ended Nov. 20, 1982	Week Ended Nov. 12, 1983	Nov. to date	Jan. 1 to Nov. 20, 1982	Jan. 1 to Nov. 19, 1983
AMERICAN MOTORS	5,750	3,708	5,570	15,695	90,308	174,827
AMC Total	.....	808	.....	.....	47,754	4,071
Concord	.....	.....	.....	.....	.....	4,068
Eagle	.....	.....	.....	.....	.....	3
Renault Total	5,750	2,900	5,570	15,695	42,554	170,756
Alliance	2,875	2,900	3,230	8,780	42,554	141,149
Encore	2,875	.....	2,340	6,915	.....	29,607
CHRYSLER CORP.	24,800	10,724	12,042	43,858	534,993	783,306
Plymouth Total	7,550	3,842	2,883	12,273	214,588	272,516
Horizon	2,700	.....	.....	3,300	68,006	101,994
Reliant	4,700	3,772	2,743	8,634	145,359	165,414
Caravelle	100	70	91	220	1,223	4,709
Gran Fury	50	.....	49	119	.....	399
Chrysler Total	8,400	2,358	5,192	15,761	103,571	199,269
LeBaron	1,800	1,313	1,010	3,340	89,216	75,687
Laser	2,600	.....	1,257	4,322	.....	16,726
Chrysler	1,800	1,045	1,269	3,641	14,355	96,014
Fifth Avenue	2,200	.....	1,656	4,458	.....	10,842
Dodge Total	6,850	4,524	3,967	15,824	216,834	311,521
Omni	3,100	.....	.....	3,795	63,641	111,685
Aries	3,700	3,330	2,215	7,140	115,611	125,373
Daytona	900	.....	892	2,487	.....	11,912
Dodge 400	.....	533	.....	.....	28,226	18,478
Dodge 600	1,100	661	805	2,279	9,356	43,386
Diplomat	50	.....	55	123	.....	687
FORD MOTOR	35,487	28,715	37,301	105,405	990,294	1,378,077
Ford Division	22,833	17,714	25,130	69,341	619,196	894,271
Escort	7,254	7,000	8,688	23,043	243,055	253,241
Fairmont	.....	3,718	.....	.....	114,426	23,728
Mustang	3,421	1,853	3,388	9,483	112,422	107,377
LTD/Granada	3,944	4,957	4,647	12,545	113,799	158,969
Thunderbird	3,554	.....	3,473	9,894	29,326	170,361
Crown Victoria/Ford	1,433	.....	1,429	4,251	.....	83,770
EXP	366	186	17	.....	6,168	1,407
Tempo	2,861	.....	3,488	9,742	.....	95,035
L-M Division	12,654	11,001	12,171	36,064	371,098	483,806
Mercury Total	10,234	8,580	10,135	29,847	283,612	391,479
Lynx	1,497	2,169	1,484	4,464	75,245	67,049
Capri	587	424	667	1,795	30,474	22,578
Zephyr	.....	1,122	.....	.....	36,402	8,601
Marquis/Cougar	1,830	1,866	1,981	5,260	51,759	67,426
Cougar/XR7	2,861	.....	3,067	9,171	10,580	114,379
Gr. Marquis/Marquis	2,153	2,953	2,134	6,275	77,439	84,323
LN7	.....	46	.....	.....	1,713	290
Topaz	1,306	.....	802	2,882	.....	26,833
Lincoln Total	2,420	2,421	2,036	6,217	87,486	92,327
Continental	467	485	368	1,157	18,025	10,811
Lincoln	599	1,450	511	1,568	42,393	55,313
Mark VI/VII	1,354	486	1,157	26,203	27,068	26,203
GENERAL MOTORS	97,558	49,155	98,623	274,596	2,926,283	3,546,701
Buick Division	19,903	11,825	21,208	58,705	680,854	799,193
Skylark	3,420	321	3,127	9,473	125,494	98,528
Skyhawk J	2,510	.....	2,453	6,976	59,752	67,119
Century	3,907	2,628	3,609	10,275	102,598	150,918
Regal	3,600	3,993	4,853	12,284	188,279	215,145
Buick	4,885	3,889	5,881	15,786	165,872	220,520
Riviera	1,581	994	1,285	3,911	38,859	46,963
Cadillac Division	7,114	5,907	7,386	19,848	218,588	276,105
Cimarron	501	476	514	1,478	8,109	18,374
Seville	765	588	729	2,099	20,335	31,272
Eldorado	1,472	1,263	1,399	4,028	51,250	65,884
Cadillac	4,376	3,580	4,744	12,243	138,894	160,575
Chevrolet Division	33,224	12,207	32,364	93,381	933,565	1,177,423
Chevette	4,356	.....	4,101	12,235	189,987	184,637
Cavalier	7,728	2,622	7,377	21,941	84,755	272,902
Celebrity	6,300	878	5,992	16,684	60,873	152,302
Camaro	5,459	2,011	4,851	14,337	198,562	175,441
Citation	1,935	1,972	1,972	5,403	147,594	78,445
Malibu/El Camino	498	2,470	618	1,448	115,538	98,853
Monte Carlo	4,493	1,847	3,950	12,306	75,416	107,959
Chevrolet	1,680	407	2,785	6,983	38,326	82,322
Corvette	775	.....	718	2,044	22,514	24,562
Oldsmobile Division	25,884	14,346	25,791	70,078	700,655	914,023
Omega	1,640	.....	2,014	4,851	68,793	50,634
Firenza	1,830	.....	1,891	5,200	40,767	43,461
Cutlass	7,763	4,832	8,066	20,865	191,927	272,413
Cutlass/Ciera	5,633	2,775	4,806	15,009	112,756	191,759
Oldsmobile	8,016	5,851	8,957	21,414	255,336	318,048
Toronado	1,002	888	957	2,739	31,076	37,708
Pontiac Division	11,433	4,870	11,874	32,584	392,621	379,957
Acadian†	.....	.....	339	445	9,489	13,367
2000	3,727	1,216	3,114	9,027	35,981	100,218
1000	1,019	.....	952	2,497	32,760	38,036
Firebird	3,122	775	2,992	8,287	117,831	90,546
Phoenix	505	781	502	1,389	43,142	22,776
G. Prix/Bonneville	1,575	2,098	1,938	5,053	123,076	85,563
Parisienne	360	.....	719	1,747	.....	10,654
Fiero	1,125	.....	1,318	4,139	.....	18,797
6000	.....	.....	.....	.....	30,342	.....
HONDA	1,750	100*	1,676	4,771	200*	45,308
VOLKSWAGEN	2,580	3,297	3,021	7,530	72,862	86,723
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	167,925	95,699	158,233	451,855	4,617,103	6,014,942

CANADIAN CAR PRODUCTION

	Week Ended Nov. 19, 1983	Week Ended Nov. 20, 1982	Week Ended Nov. 12, 1983	Nov. to date	Jan. 1 to Nov. 20, 1982	Jan. 1 to Nov. 19, 1983
AMERICAN MOTORS	730	.....	727	2,007	28,252	25,915
CHRYSLER CORP.	.....	.....	.....	.....	144,488	104,365
FORD MOTOR	7,135	3,905	7,052	20,978	254,052	239,604
GENERAL MOTORS	12,840	8,529	15,030	36,721	319,370	475,180
VOLVO	225	225	180	585	9,232	9,357
Total Cars, Canada	20,930	12,659	22,989	60,291	755,394	854,421
N. American Cars	188,855	108,358	181,222	512,146	5,372,497	6,869,363
N. American Trucks	72,652	40,437	69,221	197,979	2,158,539	2,612,186
North American Cars and Trucks	261,507	148,795	250,443	710,125	7,531,036	9,481,549

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

11/29/83
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Auto makers facing loss of imported parts saving

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — The cost of imported parts to domestic car makers could be affected by possible changes in the U. S. Foreign Trade Zone program.

Partly because the program has experienced tremendous growth in the past three years, two government agencies are reviewing Foreign Trade Zone rules which may be subject to legislative action some time next year.

A Commerce Department rulemaking is also expected in February that may be affected by the two investigations.

A 1980 amendment to the U. S. Foreign Trade Zone law allowed manufacturers to beat high tariffs on some imported parts. Since that time, each of the Big Three — as well as American Motors, Volkswagen, Toyota, Honda and Nissan — have all applied for or been awarded Foreign Trade Subzone status for certain plants.

The program allows parts to be imported for assembly without incurring immediate tariff costs. Tariffs are paid only when products leave the zone.

This is an advantage to auto makers because the tariffs on finished cars are generally less than those imposed on component parts, according to John DaPonte, head of the Foreign Trade Zone office at the Commerce Department.

This cost savings has been estimated at $20 per car by the MVMA. "This is a major per-vehicle savings which would be difficult to duplicate by any other single action available to a manufacturer," MVMA has said.

• But this important "per-vehicle savings" is currently under scrutiny by the U. S. International Trade Commission and the General Accounting Office. The agencies are conducting concurrent investigations into Foreign Trade Zone usage at the request of Rep. Dan Rostenkowski, Illinois Democrat and Chairman of the House Ways and Means Committee.

Some U. S. part manufacturers, both in and out of the auto industry, as well as organized labor, have called for an investigation into the program because they feel it has turned into a "subsidy" for imports.

This "subsidy" is promoting unfair competition with wholly U. S.-sourced products and is causing net job loss, opponents claim.

According to DaPonte, the legislation was originally written to promote U. S. assembly of foreign-made products. Other nations use mechanisms similar to foreign trade zones. And in a more favorable free-trade environment, these "free trade zones" are intended to facilitate give and take in international commerce.

However, as U. S. manufacturers — such as the auto companies — have applied for and received government permission to operate in trade zones, questions have arisen as to their cumulative effect on the U. S. industrial economy.

Since 1980, according to MVMA, six automobile manufacturing subzones have been activated by member companies. They are AMC's Kenosha (Wis.) plant; Chrysler's Jefferson assembly plant in Detroit and its St. Louis assembly plant in Fenton, Mo., and Ford's Wayne (Mich.) assembly plant, its electronic plant and its Kansas City assembly plant.

Volkswagen's Westmoreland plant in New Stanton, Pa., also operates under a foreign trade subzone.

Plants approved but not activated include Ford's Wixom (Mich.) and Dearborn assembly plants, GM's Lakewood assembly plant near Atlanta and GM's Doraville (Ga.) assembly plant.

Applications pending for for-

Continued on Page 53, Col. 1

Remembrance

A Lyon is in the street

Russ Lyon, president of Lyon Motor Works, Inc., Ramona, Calif., built this prototype 1930s-style roadster in 3½ years. The 2,445-pound car has been tested at under 5 seconds going from 0 to 60 MPH, Lyon said. Story on Page 53.

Europe's push for emission controls a step toward internationalization

Ford sees a new spur to world car

By Kathleen Hamilton
Financial Editor

Ford Motor Co., the auto maker that popularized the term "world car" when it introduced its Escort four year ago, sees the possibility of another giant leap in internationalization of its product in Europe's drive for emissions controls.

The convergence of world auto markets has occurred rapidly and is changing Ford's products and operations, Robert A. Lutz, executive vice president—Ford International Automotive Operations, told a meeting of the Detroit Auto Writers Group.

"Five years ago, I never would have believed it," Lutz said. "Now I see a convergence. I see a convergence in emissions controls . . . in the similarity of driving modes" and in pricing structures between the U. S. and Europe.

"It would be unintelligent not to think of common tooling," he said.

If Germany leads the other European markets into emissions regulations that are the same as U. S. 49-state rules, "At least we would have the world's two largest markets—each at 10 million units—together. That clearly would open up opportunities in investment and stamping without tremendous re-engineering costs," he said.

• It also could pave the way for U.S.-designed-and-built Ford cars to compete in Europe, Lutz said.

When asked if Europe is ahead of the U. S. in engineering, Lutz said, "Five years ago I would have said 'yes.' But I don't believe that anymore. The total commitment of the industry in the U. S., in which engineers can express their creativity, makes it hard to argue now that the Sierra is better than the Tempo/Topaz."

Design intent and market segment differ, but both are equally well designed and built, Lutz said.

The performance version of the Sierra, to be named the Merkur XR4 in the U. S., will be constrained by production capacity for at least several years, Lutz said.

A four-cylinder turbocharged engine will be adopted for the U. S. chiefly because the European V-6 lost performance and driveability when adapted to U. S. emissions standards, Lutz said.

Prototypes of the turbo four have matched the noise, vibration and harshness level of the V-6, Lutz said. And if Ford's European engineers can improve the emissions of the V-6 for their own market, the engine could be fitted in the U. S. XR-4s, too, Lutz said.

Ford has no current plants to consolidate its three truck oper-

Continued on Page 54, Col. 4

State proposes changes in advertising regulations

Bait-and-switch complaints stir N.J.

By John A. Russell
New York Staff Writer

NEWARK, N. J. — An extraordinary number of consumer complaints charging bait-and-switch tactics by auto dealers, particularly those handling Japanese makes, has prompted the Division of Consumer Affairs to propose changes in the state's advertising regulations.

Each complaint is being investigated for possible legal action against the dealers involved, according to James Barry, director of the division.

Barry told Automotive News there has been a significant increase in the complaints, which now average 100 per month. They involve varying degrees of bait-and-switch.

Two tactics figure prominently in these complaints. One involves dealers taking orders for cars built to consumer specification, taking their deposits and never filing the orders with the manufacturer, since the dealer knows full well these cars cannot be built to specification.

When a car of that model, though with more options, is received at the dealership, the dealer calls the consumer and tells him this is what is available and he can have it at the higher price.

• The second tactic involves dealers advertising stripped models at unusually low prices and taking orders for delivery in six to eight weeks.

Barry said the dealers know they will not receive stripped versions of cars since most high-demand cars are being built loaded. When the car does arrive at the dealership the consumer is again sold on the higher priced model.

Deposits, according to Barry, range from $200 to $500 and the additional options range from $500 on up.

A number of consumers do buy the cars, he said, noting they have been placed out of the market for several months and the dealer is still holding their money.

"We see this often with dealers who handle Japanese makes," he said, but he also mentioned other dealers who have cars in demand.

The change in the advertising regulations would attempt to eliminate at least one part of this problem. The proposal will be completed in 30 days, according to Barry. The division wants to require that when dealers advertise stripped models for low prices they must have at least one of those cars on their lots available for purchase.

Under state law, the change will be published in the state register. There will be public

Continued on Page 54, Col. 5

breaking news

New 3.0-liter V-6 for Buick N-car

FLINT.—Buick's new "high-tech" 3.0-liter V-6 engine will debut in 1985 as an available powerplant in the division's new N-body Somerset Regal coupe. Despite its 90-degree configuration, the new V-6 is smaller than conventional designs and can be mounted transversely in the N-body. GM's new "N" series — coupes in '85 and sedans in '86 — is only slightly larger than the J-body.

Jury orders Ford to pay $106.9 million

CORPUS CHRISTI, Tex. — Ford Motor Co. has been found guilty of negligent design of the Mustang II by a jury here, which awarded the family of a 20-year-old woman killed in a 1978 accident damages of $106.9 million. Devery Durrill

See BREAKING NEWS, Page 6, Col. 1

NEWSPAPER

Pricing the Olds N-ca
Page 2

And company prefers it that way

GM expects to become target in '84 bargaining

By Marjorie Sorge
Labor Editor

General Motors expects to be the strike target in next year's contract negotiations with the UAW, according to Alfred S. Warren, GM industries relations vice president.

In an interview with AUTOMOTIVE NEWS, Warren said GM not only expects to be the target but prefers to be.

Many labor observers agree that because of GM's high profits—the company is expected to make $3.6 billion in 1983—the UAW will choose the nation's largest car maker as the target, leading the way to other negotiations at Ford Motor Co. Both those contracts expire Sept. 15, 1984.

In the interview Warren also said the annual improvement factor (AIF) is a dead issue which was swapped away during 1982 bargaining. GM and the UAW negotiated the annual raise in 1948, and it has continued in each contract until 1982.

Warren indicated that profit sharing is the way to go. That formula was negotiated in the 1982 contract.

"I think it lets the employe share in the good times but also lets him know that when we are in bad times, there isn't anything to share," he said.

Former UAW president Douglas A. Fraser has said he believed that in the future profit sharing could replace the AIF if the formula was improved.

GM will pay out its first profit-sharing checks for 1983. According to Warren, that could be about $600 per employe. There are 351,801 hourly employes at GM.

The 1982 settlement was an exchange on both sides, Warren said, and anything that the UAW wants back must be exchanged for something else in 1984 bargaining.

• "It is not a matter of giving back," he said. "We made a fair exchange. We both signed the agreement in '82 in good faith.

"There were things we would have liked to have had and didn't get, and I'm sure there were things they gave up and would like to have had and they didn't get. But having signed the agreement, that's history. That's where we are now. Where do we go from there?"

In 1982, the UAW and GM reached a settlement after negotiations which provided exchanges that saved GM about $2.5 billion. GM had said it needed the exchanges to remain competitive in the international marketplace.

According to Warren, the major concern in any bargaining is remaining competitive, now not just with Japan but with the other U. S. manufacturers.

"We've come out of the recession and we've come out well, I think, and everybody thinks those problems are gone," he said. "The same problems are there. We still are non-competitive despite the fact that we look profitable. In the long run, that non-competitiveness is going to get to us. It may not get to us this year or next year, but it is going to get to us.

"We're making our money now on big cars. If there is any kind of a jolt in the market in terms of roll where all of a sudden people begin to put the emphasis on small cars, we're right back where we were before.

"We've said repeatedly that we simply don't have the capability to profitably build small cars. As we go back into it (negotiations), somehow or other we've got to help our employes and the union understand that fact.

"I think the hierarchy of the union understands this, that when you're spending $9 billion here in terms of capital investment to become profitable and make $2.5 to $3 billion somewhere in there, you're not paying the debt. Our debt is going up and up and somewhere in there it has got to get you."

Sales upturns halted at 17 by mid-month drop

A mid-November domestic sales decline snapped the industry's 17-period winning streak and was a kind of payback period. A year earlier the auto makers launched low-interest-rate financing programs for customers that substantially ballooned November sales.

Total for the period was 174,861, down 17.09 percent from 210,917 in 1982. With eight selling days this year the daily rate was 21,858 compared with 23,435 for nine days in '82.

General Motors plunged 23.38 percent in mid-November, to sales of 107,614 from 140,457 last year. Ford Motor Co. missed its year-ago mark by 7.47 percent, dropping to 40,395 from 43,658. Chrysler Corp. sales of 18,138 were down 7.91 percent from 19,696.

American Motors' reported estimated sales of 5,200 were up 41 percent from the year-ago AUTOMOTIVE NEWS estimate of 5,000. Volkswagen was down 4.04 percent during the period, to 2,021 from 2,106, and Honda Accord sales totaled 1,493.

GM earned 61.54 percent of the mid-month domestic market, down from 66.59 percent. Ford had 23.10 percent, up from 20.70 percent. Chrysler climbed to 10.37 percent from 9.34 percent. AMC was up to 2.97 percent from 2.37 percent. VW slipped to 1.16 percent from 1.00 percent, and Honda picked up 0.86 percent of the current market.

Year-to-date sales totaled 6,017,203, up 16.84 percent from 5,149,824 in 1982.

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59th year — No. 4997

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Investment option linked to GM profit-sharing

DETROIT. — Salaried and hourly workers at General Motors will be able to optimize their tax benefits when they receive their 1983 profit-sharing awards early next year.

GM and the UAW have agreed to allow hourly workers to decide whether to receive their profit-sharing payout by check or put those funds in a tax-deferred investment trust.

Salaried workers can opt for payment by check or have those funds placed in their Savings With a Plus account. This permits participating employes to designate that up to 15 percent of their earnings be placed in a tax-deferred investment trust.

Happy winners

Top winners in Chevrolet's "First Annual Salesperson Walkaround Championship" smile happily at winning top awards. John C. Waller, left, of Conrad Chevrolet, Lexington, Ky., won a customized van, and Merle Miller, Les Shellabarger Chevrolet, Grand Junction, Colo., won a new Corvette. Between them is Robert E. Cook, Chevrolet general sales manager.

Product knowledge stressed in contest for salespersons

Selling for big prizes at Chevrolet

By Joseph Bohn
Marketing Editor

WARREN, Mich. — Cars and car buyers are getting more sophisticated. And salespersons have to match them, Chevrolet feels.

The division recently staged its "First Annual Sales Person Walkaround Championship" in which 27,000 salespeople competed for some very lucrative prizes, including Hawaii trips and two $25,000 vehicles.

At the finals here, six car salespeople — all regional winners — took their best shot at "selling" the strengths of a Cavalier. The winner got a new Corvette. Similarly, six truck finalists competed for a customized van.

Participants had to do a "walkaround," giving detailed product pitches for the Cavalier in front of a group of wholesale and retail judges.

This included opening doors, trunks, hoods — while giving a showroom-floor-style presentation of everything from marketing strategy (demographics, model lineup) to styling (moldings, front end, aerodynamics) to powertrain and chassis, room and comfort, standard features, options and quality.

Chevrolet developed a seven-point program for cars (with as many as 11 subheads, in some cases) and five points, with subheads, for trucks, which salespeople had to cover.

• Presenters were rated on style, appearance and continuity of presentation, as well as their product knowledge. Some pitches ran for 15 minutes. And, without knowing which car they'd have to judge, the contestants had to be prepared to talk about any of eight car lines.

There was a good deal of pressure — and drama. One presenter, for example, inadvertently referred to the limited availability of the Cavalier convertible in his pitch.

In a runoff between two top presenters, which focused on Celebrity, one salesperson slipped up on a few technical details (such as chrome bumpers, which the car doesn't have). And that made the difference.

Generally, the mix of finalists was impressive. Two were ministers. There were ethnic and female representatives in the group.

The winner of the truck award was an elated, 30-year-old newcomer to selling Chevrolets. He was John C. Waller, of Conrad Chevrolet, Lexington, Ky.

Waller's emotion was irrepressible. A more subdued Merle Miller, of Les Shellabarger Chevrolet, Grand Junction, Colo., won the Corvette in the runoff.

Generally, Matthew K. Murphy, national manager of car merchandising, and other Chevrolet officials were very pleased with the outcome. They felt it stimulated salesmen to study the product all the way up the line.

• A salesmen from the Phoenix zone reported improving his sales rate from four to 14 units monthly as a result of product knowledge he'd picked up while competing.

"We've found in the last several years especially, through all the research that's been done, that people today know the product better than they ever have in the past," Murphy said.

"They demand professional presentations, and they demand product knowledge out of salespeople," he said.

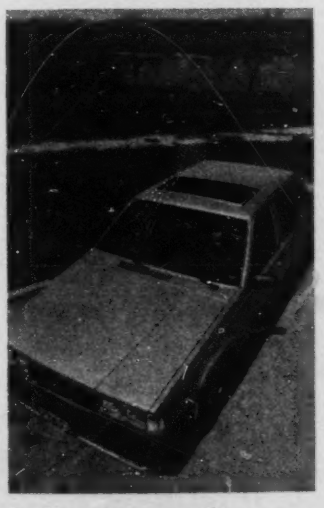
"We know cars are similar today in size, features — so to get the added plus, it really helps us for a salesperson to walk a customer around the car and be able to point out its benefits and features," Murphy added.

Robert Cook, general sales manager, noted that "our success in the future will be determined by enhancing the buying experience and enhancing the ownership experience — to make it a tad better than what's offered down the street."

Chevrolet initially had each dealer stage an in-dealership competition to pick his best-versed sales person. That phase concluded Oct. 7.

The district-level competition, with more than 8,000 competitors in 394 districts, concluded Oct. 21. Competition was narrowed down to 42 zone competitors by Nov. 4. And finally 12 regional winners — two from each region — competed in the Nov. 17 finals.

Competitors received awards, ranging from recognition certificates to wall trophies and $300 in performance points — plus the Hawaii trips for finalists and the two vehicles — right on up the line.



Volvo moonroof

Sky-Top Sunroofs, Ltd., St. Louis, is marketing this power moonroof for the '84 Volvo 760-GLE. The roof is electrically operated and its mirror-coated glass panel is offered in two colors, silver or bronze.

IH will close casting facility in Louisville

CHICAGO. — International Harvester has announced it will close its Louisville (Ky.) foundry because of overcapacity in the foundry business. The closing will result in the layoff of most of the plant's 710 workers.

The Louisville foundry makes metal castings for engine and large tractor parts. It has been operating at about 40 percent capacity.

The company said demand for the foundry's output was down because of a slump in agricultural implement sales. The plant will be closed within the next 11 months, IH said.

IH said its foundry in Indianapolis will take over some of the Louisville plant's production. The company will also use outside suppliers for some of the castings now made at Louisville.

Pittsburgh dates set

PITTSBURGH. — The Pittsburgh Auto Show will be held Feb. 8-12 at the David L. Lawrence Convention Center here.

Saab Turbo No. 100,000

The 100,000th Saab Turbo has been completed in Trollhattan, Sweden. It is shown here with the team that did the final work on the car. At far right is Per-Anders Karlsson showing the check-list for this milestone car to Mats Ransjo, production manager for the paint shop and final assembly.

Despite gain in registrations for month

Import market share is slashed

By Jenny L. King
Staff Writer

Registrations of new imported cars were up slightly in September compared with the year-ago total, but their penetration of the total U. S. market dropped more than 3 percentage points as domestic registrations rose at a much faster pace.

Import registrations for the month numbered 206,747 this year, up 4.68 percent from 197,508 in 1982, according to figures compiled by R. L. Polk & Co. Their share of the market slipped to 28.12 percent from 31.62 percent.

Nissan topped the imports in September with 44,093 new registrations, up from 40,230 a year ago and up 0.96 percentage points in share of the import market.

Toyota slipped into second place while losing 2.55 percentage points. Third-place Honda gained 2.22 percentage points as its number soared to 35,761 from 29,789. The Honda total includes U. S.-built Accords.

Mazda, Volkswagen and Subaru were down 0.25 percentage points, 0.23 percentage points and 0.57 percentage points, respectively. Volvo was up 0.10 percentage points, Mercedes was up 0.32 percentage points and BMW was up 0.27 percentage points in September. Audi claimed 10th place this year and Colt slipped from the top 10 chart.

Ten makes accounted for 88.88 percent of import registrations in September, down from 89.04 percent a year earlier.

• Year-to-date import registrations, January through September, were up 9.34 percent, to 1,853,210 from 1,694,830 in 1982. Their share of the total market waned, to 28.27 percent from 29.96 percent.

Toyota maintained its hold on first place for the nine months with 22.41 percent of the import market. Second-place Nissan had 21.49 percent, followed by Honda at 15.87 percent. Of the top three, only Nissan improved its share of the market, up 1.35 percentage points over last year.

Other makes with deeper inroads in the market were Mazda, up 0.08 percentage points; Volvo, up 0.33 percentage points; Mercedes, up 0.09 percentage points, and BMW, up 0.11 percentage points.

The top 10 imports claimed 89.07 percent of the import market for the first nine months of 1983, down from 89.99 percent the same period a year earlier.

In September, 76.58 percent of the import segment was made up of Japanese-built cars, down from 79.11 percent in 1982. German cars accounted for 10.67 percent this year, 13.93 percent a year ago; Swedish cars claimed 3.62, unchanged from 1982.

Car registration by country of origin were:

	Sept., 1983	Sept., 1982
Japan	158,323	156,256
West Germany	22,060	19,535
United States	12,732	7,976
Sweden	7,486	7,155
France	4,116	4,338
Great Britain	1,317	876
Italy	584	1,140
Ireland	129	232
TOTAL	206,747	197,508

For the nine-month period, Japanese cars claimed 77.09 percent of the import market, down from 78.18 percent in 1982. Numbers of imports from the major car-producing countries were as follows:

	9 months, 1983	9 months, 1982
Japan	1,428,727	1,324,965
West Germany	190,832	160,364
United States	88,359	72,964
Sweden	88,527	71,095
France	37,039	37,536
Great Britain	11,542	7,097
Italy	7,447	12,299
Ireland	737	2,510
TOTAL	1,853,210	1,694,830

Imported truck registrations climbed 38.17 percent this September, to 52,091 from 37,700. Totals from the major truck makers were:

	Sept., 1983	Sept., 1982
Toyota	20,465	14,870
Nissan	14,439	8,702
Mazda	6,344	3,298
Dodge Ram 50	3,811	2,750
Others	7,032	8,080
TOTAL	52,091	37,700

Registrations of imported trucks for January through September, 1983, were up 15.98 percent from the preceding year, going to 362,436 from 312,489. Totals by maker were:

	9 months, 1983	9 months, 1982
Toyota	129,502	105,981
Nissan	98,617	69,008
Mazda	49,613	27,058
Dodge Ram 50	22,608	23,237
Others	62,096	87,205
TOTAL	362,436	312,489

TOP CARS

U. S. registrations for the first nine months of 1983. Registrations not available for Oklahoma, delayed for New Mexico and Kentucky.

1983 Position		Make	1982 Position
1—	959,224	Chevrolet	897,348— 1
2—	741,976	Ford	659,392— 2
3—	705,135	Oldsmobile	553,363— 3
4—	600,077	Buick	508,264— 4
5—	415,280	Toyota	401,589— 5
6—	398,277	Nissan	341,283— 6
7—	375,128	Pontiac	336,713— 7
8—	294,116	Honda	276,569— 8
9—	287,708	Mercury	233,590— 9
10—	228,991	Dodge	178,707—11
11—	207,927	Cadillac	164,775—12
12—	197,905	Plymouth	181,242—10
13—	186,392	Chrysler	120,743—13
14—	140,248	AMC	67,812—17
15—	128,702	Mazda	116,255—14
16—	110,294	Subaru	102,703—16
17—	104,862	VW	111,551—15
18—	71,960	Lincoln	57,654—18
19—	68,949	Volvo	57,412—19
20—	53,596	Mercedes	47,432—20
21—	42,725	BMW	37,061—21
22—	33,944	Audi	33,287—22
	202,465	Other Imports	169,688
	521	Misc. Dom.	2,011
	6,556,402	TOTAL	5,656,444

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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White Motors' second plan for reorganization accepted

CLEVELAND. — White Motor Corp.'s second modified reorganization plan has been accepted by its creditors and confirmed by the U. S. Bankruptcy Court here. The firm has been under Chapter 11 protection since September, 1980.

Wallace B. Askins, White chairman, said distribution of cash and securities to creditors will begin today (Nov. 28).

Under the plan, White will change its name to Northeast Ohio Axle, Inc., and continue to manufacture truck front axles. Each outstanding share of White common stock will be converted into one-tenth of a share of common of Northeast Ohio Axle.

All other White assets will vest in the trust created under the reorganization trust agreement, which assumes substantially all White liabilities and will distribute the cash and securities.

Askins said about $137.7 million will be paid by the trustee, John T. Grigsby Jr., to holders of allowed claims.

Initial cash payment to general unsecured creditors is expected to be approximately 41 cents per $1 of allowed claim.

• These creditors also will receive approximately one share of the common stock of Northeast Ohio Axle for each $50 of allowed claim, plus approximately one share of each of the Class A, Series A; Class B, Series A, and Class C, Series A preferred stock of Northeast Ohio Axle for each $725 of their claim.

Senior unsecured creditors are expected to receive about 44.3 cents per $1 of allowed claim initially. Senior debenture creditors and subordinated debenture creditors are due to receive about 49.5 and 13.9 cents, respectively, per $1 of allowed claim.

A trust fund established to assist in providing health-care benefits for White retirees will receive about $12.9 million.

Under the stock-purchase agreement, WM Financial Corp., an affiliate of Dyson-Kissner-Moran Corp., has agreed to invest in Northeast Ohio Axle and its subsidiary, Gemini Mfg. Co.

WM Financial will own 26 percent of the common stock of Northeast Ohio Axle and 19 percent of the Gemini shares. The firm also will have an option to buy an additional 48 percent of the Gemini shares.

As a result of its reorganized capital structure and WM Financial's investment, Askins said, Northeast Ohio Axle expects to expand into related businesses.

De Peyster named manager of AN World Congress

Sandra E. De Peyster has been named manager of the Automotive News World Congress.

De Peyster, who has been with Crain Communications, Inc., for two years, formerly was administrative assistant for the Automotive News World Expo. World Congress and World Expo make up Automotive News Week.

Sandra De Peyster

"We are pleased to name Ms. De Peyster to her new position, a natural evolvement from her work on Automotive News Week," said Keith E. Crain, publisher of AUTOMOTIVE NEWS, which sponsors the two programs.

De Peyster was active in stock brokerage and sales training before joining Crain Communications.

Automotive News Week will be held Aug. 26-30 in 1984, with World Congress running Aug. 26-29 and World Expo, Aug. 28-30.

Renault Mexico closes plant for two months

MEXICO CITY. — The Mexican Renault assembly plant has suspended activities for two months — until Jan. 15, 1984 — because of a severe drop in car sales and the dire straits of the automotive sector, according to a management report.

Thomas Guevara Quiroz, head of the Renault Workers Union, said that the plant will resume operations on a three-week monthly schedule and that Renault is dismissing 450 workers with severance pay. During the idle time, he said, workers will receive 50 percent of their normal salaries.

Cash and prizes offered by L-M to spur sales

DETROIT. — Lincoln-Mercury has some companion contests to those previously announced for Ford Division (AUTOMOTIVE NEWS, Nov. 21).

L-M has two separate contests, one for salespeople and another for sales managers. They both carry the title "Holiday Breakthrough."

A salesperson incentive on '83/'84 Lynx and Topaz runs from Nov. 11 to Dec. 31. It pays from $25 to $250 per sale of either of those car lines, based on a randomly selected computer drawing. The average payment is about $75.

There is a volume incentive which doubles payments. Beginning with the third and every unit thereafter, salespersons get two draws, with a guaranteed minimum payment of $25 each.

Finally, on manual transmission Topaz models, salespeople earn double whatever they drew.

A sales manager contest on '83/'84 Cougar runs from Nov. 11 to Dec. 10. All dealership managers compete in grouped competition, with the top 150 winners further competing for a superprize.

Some 50 managers will get one-day trips to Dallas for a $3,000 shopping spree at Neiman Marcus. The other 100 will get $1,000 in gift certificates.

IMPORT REGISTRATION SHARES IN U. S.

	SEPTEMBER					NINE MONTHS				
	Regis., Sept., 1983	Percent Share of Market	Regis., Sept., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 9 mos., 1983	Percent Share of Market	Regis., 9 mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Nissan	44,093	21.33	40,230	20.37	+ 0.96	398,277	21.49	341,283	20.14	+ 1.35
Toyota	43,002	20.80	46,117	23.35	— 2.55	415,280	22.41	401,589	23.69	— 1.28
Honda	35,761	17.30	29,789	15.08	+ 2.22	294,116	15.87	276,569	16.32	— 0.45
Mazda	14,393	6.96	14,250	7.21	— 0.25	128,702	6.94	116,255	6.86	+ 0.08
Subaru	12,566	6.08	12,468	6.31	— 0.23	110,294	5.95	102,703	6.06	— 0.11
VW	12,197	5.90	12,780	6.47	— 0.57	104,862	5.66	111,551	6.58	— 0.92
Volvo	5,988	2.90	5,535	2.80	+ 0.10	68,949	3.72	57,412	3.39	+ 0.33
Mercedes	5,930	2.87	5,031	2.55	+ 0.32	53,596	2.89	47,432	2.80	+ 0.09
BMW	5,572	2.69	4,777	2.42	+ 0.27	42,725	2.31	37,061	2.19	+ 0.11
Audi	4,143	2.00	.....	.....	.....	33,944	1.83	33,287	1.96	— 0.13
Colt	.....	.....	4,891	2.48	.....	.....	.....	.....	.....	.....
Others	23,102	11.17	21,640	10.96	+ 0.21	202,465	10.93	169,688	10.01	+ 0.92
TOTAL	206,747		197,508			1,853,210		1,694,830		
Share of U. S. Total		28.12		31.62	— 3.50		28.27		29.96	— 1.69

Registrations not available for Oklahoma; delayed for Kentucky.